

Fashionable and highly prized since the romantic days of 18th Century France where it originated, Vermeil is enjoying renewed interest. The richness and beauty of heavy 24 karat gold applied on sterling silver is the height of luxury.

Truly opulent, Vermeil gold finish is available in any Wallace pattern shown at an additional charge of \$20.00 per six-piece place setting (luncheon size).

Vermeil finish is also available in Wallace silverplated and sterling holloware.

### WALLACE PRESENTS NEW

Firenze\*

HAND-TEXTURED STERLING

At the height of the Renaissance,
Florence, Italy became famous for
works of art in precious metals
hand-textured to a glowing beauty.
Masterpieces created then by
geniuses like Benvenuto Cellini are
today's museum pieces, renowned
and admired for the Florentine
finish. Now Wallace introduces
Firenze, their own exquisite
hand-textured finish on Sterling.
Every piece is patiently, lovingly
crafted by a 20th Century artisan to
bring living art to your table.

\* Fee-ren'tzay-City of Florence, Italy

#### DAWN MIST

A brilliant wedding of Old World charm and contemporary design. Through the richness of its hand-textured finish, the first light of morning glints on stylized leaves.

#### **EVENING MIST**

The gay sparkle of polished surface contrasts with Wallace's unique deep-toned hand-texture—a stroke of classic genius adding subdued elegance to the purity of modern lines.

# CHOOSE TODAY... USE TONIGHT

Our convenient budget terms enable you to select your Wallace Sterling service today and entertain with it tonight. It's easy—just choose your favorite pattern and the number of place settings you'd like to fit the life you plan to lead. We will set up a payment plan to suit your requirements. Only pennies a week per place-setting—while you enjoy your precious sterling.

Tonight...dine with glamorous

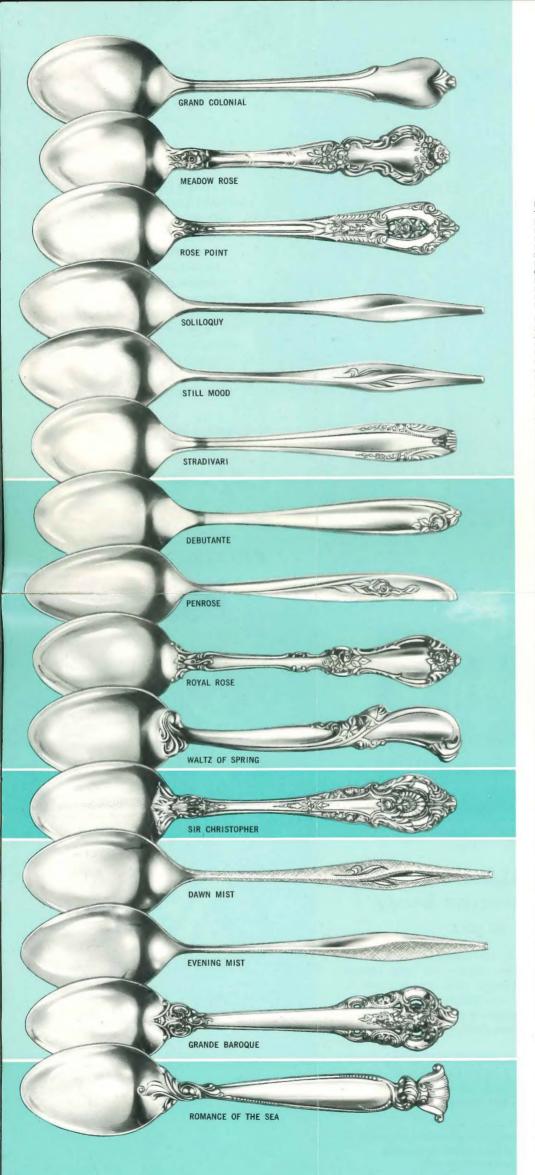
Wallace Sterling

RETUXN TO

ESIGN DIV

WOODWARD & LOTHROP 11th & F Sts., N.W. Washington, D. C.





## WALLACE STERLING

## ... designed for the woman behind every successful man

| Grand Colonial<br>Meadow Rose<br>Rose Point<br>Sill Mood<br>Stradivari                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                         | Debutante<br>Penrose<br>Royal Rose<br>Waltz of Spring                                                                                                                                                              | Sir Christopher                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Dawn Mist<br>Evening Mist<br>Grande Baroque                                                                                                                                                                    | Romance<br>of the Sea                                                                                                                      |
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---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| PLACE-SETTING PIECES Teaspoon. Place Knife (Luncheon), HH. Place Fork (Luncheon). Place Knife (Dinner), HH. Place Fork (Dinner), Salad or Pastry Fork, Ind. Place Spoon. Cream Soup Spoon. Butter Spreader, FH. Butter Spreader (Hostess Knife), HH. Place Knife (Luncheon), PG. Place Knife (Dinner), PG.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | \$ 6.25<br>8.50<br>10.00<br>10.50 <sup>5</sup><br>13.25 <sup>5</sup><br>8.25<br>8.50 <sup>4</sup><br>8.50 <sup>5</sup><br>6.25 <sup>5</sup><br>6.25<br>9.50 <sup>2</sup><br>11.50 <sup>2</sup>                          | \$ 6.50<br>8.75<br>10.50<br>10.50 <sup>7</sup><br>14.00 <sup>7</sup><br>8.50<br>8.75 <sup>8</sup><br>8.75 <sup>7</sup><br>6.75 <sup>7</sup>                                                                        | \$ 7.25<br>9.00<br>11.50<br>10.75<br>14.75<br>9.00<br>7.00<br>7.00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | \$ 7.75<br>9.25<br>12.00<br>10.75 <sup>11</sup><br>15.50 <sup>11</sup><br>9.50<br>9.50 <sup>12</sup><br>9,50 <sup>11</sup><br>7.00 <sup>11</sup>                                                               | \$ 8.50<br>10,00<br>13.00<br>11.50<br>16.50<br>10.50<br>7.50<br>7.50                                                                       |
| PLACE-SETTINGS (LUNCHEON)  3-Pc. Setting*.  4-Pc. Setting  5-Pc. Setting  5-Pc. Setting  6-Pc. Setting  6-Pc. Setting  6-Pc. Setting (PG Knife) 5-Pc. Setting (PG Knife)  5-Pc. Setting (PG Knife)  6-Pc. Setting (PG Knife)  6-Pc | 24.75<br>33.00<br>39.25<br>41.50<br>47.75<br>34.00 <sup>2</sup><br>40.25 <sup>2</sup><br>42.50 <sup>2</sup><br>48.75 <sup>2</sup>                                                                                       | 25.75<br>34.25<br>41.00<br>43.00<br>49.75                                                                                                                                                                          | 27.75<br>36.75<br>43.75<br>45.75<br>52.75                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 29.00<br>38.50<br>45.50<br>48.00<br>55.00                                                                                                                                                                      | 31.50<br>42.00<br>49.50<br>52.50<br>60.00                                                                                                  |
| PLACE-SETTINGS (DINNER)  4-Pc. Setting ■  5-Pc. Setting ▼  6-Pc. Setting ▼  4-Pc. Setting (PG Knife) ■  5-Pc. Setting (PG Knife) ■  5-Pc. Setting (PG Knife) ▼  6-Pc. Setting (PG Knife) ▼                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 38.25 <sup>5</sup> 44.50 <sup>5</sup> 46.75 <sup>5</sup> 53.00 <sup>5</sup> 39.25 <sup>2</sup> 45.50 <sup>2</sup> 47.75 <sup>2</sup> 54.00 <sup>2</sup>                                                                 | 39.50 <sup>7</sup><br>46.25 <sup>7</sup><br>48.25 <sup>7</sup><br>55.00 <sup>7</sup>                                                                                                                               | 41.75<br>48.75<br>50.75<br>57.75                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            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<sup>11</sup><br>60.00 <sup>11</sup>                                                                                                                       | 47.00<br>54.50<br>57.50<br>65.00                                                                                                           |
| OTHER PLACE PIECES Bouillon Spoon. Cocktail or Oyster Fork. Coffee or Cocktail Spoon. Dessert or Oval Soup Spoon. Fish Fork, Ind., HH. Fish Knife, Ind., HH. Fruit Knife, HH. Hostess Knife (Butter Spreader), HH. lee Cream Fork. leed Beverage Spoon. Grapefruit or Melon Spoon. Salt Spoon, Ind. Sherbet Spoon. Soup Spoon, Round Bowl. Steak Knife, Ind., HH. Tea Knife, Ind.,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 7.75 <sup>6</sup> 6.00 4.00 10.50 <sup>5</sup> 11.00 <sup>6</sup> 11.00 <sup>6</sup> 8.25 <sup>6</sup> 6.25 7.75 <sup>6</sup> 8.50 8.50 <sup>6</sup> 2.251 5.75 <sup>3</sup> 12.00 <sup>5</sup> 11.00 7.50 <sup>5</sup> | 6.25<br>4.75<br>11.25 <sup>7</sup><br>11.25 <sup>7</sup><br>11.25 <sup>7</sup><br>8.50 <sup>7</sup><br>6.75<br>8.50 <sup>7</sup><br>9.25 <sup>7</sup><br>2.25<br>12.50 <sup>7</sup><br>11.50<br>7.50 <sub>10</sub> | 8.50<br>6.50<br>4.75<br>11.75<br>11.75<br>11.75<br>8.50<br>7.00<br>8.50<br>9.00<br>9.50<br>2.25                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 8.75 <sup>11</sup> 7.00 4.75 12.75 <sup>11</sup> 12.25 <sup>11</sup> 12.25 <sup>11</sup> 8.75 <sup>11</sup> 7.00 8.75 <sup>11</sup> 9.50 10.50 <sup>11</sup> 2.25 13.75 <sup>11</sup> 12.25 7.75 <sup>11</sup> | 9.25<br>8.00<br>4.75<br>13.00<br>12.50<br>12.50<br>12.50<br><br>10.50<br><br>2.25<br>12.50<br>7.75                                         |
| Teaspoon, Small.  SERVING PIECES  Berry or Casserole Spoon  Bonbon or Nut Spoon  Butter Serving Knife, FH  Butter Serving Knife, FH  Cake Breaker, HH  Cake Breaker, HH  Cake Serving Knife, HH  Cake Serving Knife, HH  Cold Meat or Buffet Fork.  Cream or Sauce Ladle.  Gravy Ladle  Jam Spoon  Jelly Server  Lemon Fork.  Mustard Spoon  Olive, Pickle Fork, Butter Pick.  Pie Server, Offset, HH  Salad or Serving Fork, Large  Salad or Serving Spoon, Large  Salad or Serving Spoon  Sugar Tongs  Table or Serving Spoon.  Tomato or Flat Server.  Wedding Cake Knife, 17", HH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5.50 <sup>5</sup> 27.50 8.25 8.00 <sup>5</sup> 13.50 16.25 8.75 18.00 17.25 5.75 6.25 4.25 <sup>3</sup> 6.75 15.00 27.50 27.50 27.50 19.25 11.50 <sup>3</sup> 17.50 20.00 22.00 <sup>1</sup>                            | 5.759  29.50 9.50 8.507 9.75 14.00 17.50 8.75 19.00 11.50 6.75                                                                                                                                                     | 6,00<br>9,75<br>8,75<br>14,25<br>17,50<br>9,00<br>21,00<br>11,75<br>10,50<br>7,25<br>15,50<br>30,50<br>21,50<br>21,50<br>21,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50<br>20,50 | 6.25 <sup>11</sup> 31.25 10.25 9.00 <sup>11</sup> 10.00 14.25 9.25 25.00 12.00 23.00                                                                                                                           | 7.75 35.50 10.50 9.00 10.00 14.25 18.00 9.75 28.00 12.25 24.25 12.00 8.75 9.00 17.00 35.50 35.50 23.50 12.50 23.50 23.50 23.50 23.50 23.50 |
| CARVING SETS Roast Set, 2-Pc., w/Hone Steak Set, 2-Pc., w/Guard Steak Set, 2-Pc. (Pistol Grip)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 49.50<br>28.50<br>31.00 <sup>2</sup>                                                                                                                                                                                    | 49.50<br>28.50                                                                                                                                                                                                     | 51.50<br>29.50                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 52.50<br>30.50                                                                                                                                                                                                 | 54.50<br>33.50                                                                                                                             |
| JUVENILE Infant Feeding Spoon. Baby Set, 2-Pc., in Box. Baby Spoon. Child's Set, 3-Pc. Child's Fork. Child's Knife, HH Child's Spoon.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 5.75<br>9.50<br>4.75<br>4.75<br>20.50 <sup>5</sup><br>7.50 <sup>5</sup><br>5.50 <sup>5</sup>                                                                                                                            | 6.25 <sup>8</sup> 9.95 5.00 5.00 20.75 <sup>10</sup> 7.50 <sup>10</sup> 5.75 <sup>9</sup>                                                                                                                          | 10,50<br>5,25<br>5,25<br>21,50<br>8,00<br>7,50<br>6,00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 6.25<br>10,95<br>5.50<br>5.50<br>22.50 <sup>11</sup><br>8.50 <sup>11</sup><br>7.75 <sup>11</sup><br>6.25 <sup>11</sup>                                                                                         | 24.50<br>9.00<br>7.75<br>7.75                                                                                                              |
| SPECIALTIES Bottle Opener, HH. Letter Opener, HH. Spoon Pin.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 8.75                                                                                                                                                                                                                    | 8.75 <sup>7</sup><br>8.75 <sup>7</sup><br>2.25                                                                                                                                                                     | 8.75<br>8.75<br>2.25                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 8.75 <sup>11</sup><br>8.75 <sup>11</sup><br>2.25                                                                                                                                                               | 8.75<br>8.75<br>2.25                                                                                                                       |

oon, Piece Kirlle and Fork, Salad Fork oon, Piece Kirlle and Fork, Salad Fork, Butter Spreader oon, Piece Kirlle and Fork, Salad Fork, Cream Soup or Place or Leed Beverage Spoon oon, Piece Kirlle and Fork, Salad Fork, Cream Soup or Place or Leed Beverage Spoon, Butter Spreader on, Piece Kirlle and Fork, Salad Fork, Cream Soup or Place or Leed Beverage Spoon, Butter Spreader

SYMBOLS FOR KNIFE HANDLES: HH—Hollow Handle FH—Flat Handle PG—Pistol Grip Prices effective February 1, 1964, subject to change without notice. 10% Federal Tax included in prices shown



## What WALLACE Sterling "Third Dimension Beauty" will mean to you

Ordinary patterns carry their design only on the front. But Wallace designs are solid sterling sculptured in the round—front, sides and back. To appreciate the special delights of this technique, turn a Wallace pattern in your hand and discover how beautifully, how differently it greets you from every angle.

Only Wallace Silversmiths devote themselves to creating Third Dimension Beauty—a unique distinction that will make your Wallace pattern even more admired as the years go by.

Wallace Silversmiths, Wallingford, Connecticut

Division of Hamilton Watch Company

Craftsmen since 1835